

How to improve the recyclability of pouches

Pouch

Do: Light weighting and simplify.
Don't: a packaging that underperforms, so the product is lost.

Material

Do: mono material, preferably PE, or a combination of PE and PP.
Don't: PET as an external layer, PVC.

Barrier layers

Do: Thin film barrier.
Difficult in recycling: laminates, combinations with aluminium.
Do: make sure that the product is well protected during its life span.



Zippers etc.

Do: Make sure that there are no small loose parts, like a corner, because they are more likely to not end up in a bin.

Labels

Do: Only if necessary, and if so as small as possible.
In any case: use glue that releases easily.

Inks and direct printing

Do: Inks that are non-toxic and follow EUPIA guidelines.

Secondary package

Do: Fit for purpose, if the pouch is redesigned, check if the box needs an update